

Massimiliano Claps

Programme Manager, European Vertical Markets, IDC EMEA

Massimiliano Claps is program manager in the public sector within IDC's European Vertical Markets Group. In this position he analyzes and anticipates key trends and forecasts on IT strategies and spending in central and local government, healthcare, and education in Western Europe overall and in the major European countries in particular. Claps' research looks into the structure and composition of national government organizations by major agency types, the dynamics of public budgets and procurement, and their impact on IT spending, as well as the impact of the regulatory framework and of the European Commission's eEurope initiatives on IT deployment levels. With specific reference to IT, Claps' research covers both IT spending size and forecasts segmented by traditional IT products and government-specific functional areas, as well as competitive profiling and analysis of IT vendors targeting the European public sector. His most recent focus areas include eprocurement, ehealth, and virtual classrooms.

Since the start of the eEurope project, he has focused in particular on e-government by establishing relationships with several public sector agencies throughout Western Europe to assess both progress and obstacles associated to government initiatives.

Claps is also involved in the development of consulting projects supporting IT vendors to identify the public sector-specific organizational and technology pain points, and to fine tune their value proposition in order to compete.

Claps' contribution also extends to public sector-specific events presentations, as well as articles in several government or IT-specific magazines, where his opinion and insights on IT strategies in government and the public sector are regularly quoted.

In June 2004, Claps became part of the IDC Canada Customer Segment team, taking responsibility as senior analyst for the Canadian Government CIS program. In this role, Claps has written documents concerning the adoption of specific IT solutions, such as BI and wireless, in the Canadian public sector, has advised leading IT vendors in the market through presentations to their marketing and sales executives, and has contributed to growing the depth of research in the government area by managing the launch of new surveys focused on government hot topics.

Prior to joining IDC, Claps developed extensive marketing studies and competitive analysis expertise working as a consultant with The Monitor Company, where he participated in several projects for large Italian and multinational firms.

Massimiliano Claps obtained a degree in Business Administration from "L. Bocconi" University in Milan.